ORDER

Orders	Order / Rev:	107265	_	
	Alt Order #:	06859515	_	
	Product Desc:	SKED C OBAMA	_	HD
	Estimate:	1904	_	KSNV
	Flight Dates:	10/02/12 - 10/08/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/28/12 / 09/28/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	
10/01/12	10/08/12	40	\$20,300.00	\$17,255.00	

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$20,300.00	\$17,255.00	0.00
Totals	40	\$20,300.00	\$17,255.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	28%	\$20,300.00
Market	100%	\$72,500.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$20,300.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$16,675.00
KTUD	1%	\$725.00
KVVU	15%	\$10,875.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,625.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/02/12	10/05/12	Today Show Today Show	СМ	658a-9am	- TWTF	:30	4	\$900.00 1	0.00 NM	4	\$3,600.00
		TODAY			•									
_	W	<u>Star</u> eek: 10/0		End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$900.00	Rating 0.00						

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KSNV

Order / Rev: 107265

Advertiser: Obama for America

Alt Order #: 06859515 Product Desc: SKED C OBAMA

Flight Dates: 10/02/12 - 10/08/12 1904

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/02/1	2 10/05/12	Today Show	CM	658a-9am	- TWГF	:30	4	\$900.001	0.00 NM	4	\$3,600.00
TODAY			Today Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	- TWTF	4	\$900.00	0.00			* 405.00.4	0.00.1114		Φ4 7 00 00
E 2 KSNV	10/02/1	2 10/05/12	M-F Today Show M-F Today Show		9-10a	- TWTF	:30	4	\$425.00 1	0.00 NM	4	\$1,700.00
TODAY			•		_							
Sta Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$425.00	Rating 0.00						
			M-F Today Show		9-10a	M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
			M-F Today Show									
TODAY Sta	∠ rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	M	1	\$425.00	0.00						
E 4 KSNV	10/08/1	2 10/08/12	M-F Today Show	III 4th ICM	10am-11am	M	:30	1	\$325.00 1	0.00 NM	1	\$325.00
TODAY	3		Today 4th Hour									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	M	1 445 1000	\$325.00	0.00	-20		Ф205 00 4	0.00 NIM		£4.200.00
E 5 KSNV	10/02/1	2 10/05/12	M-F Today Show Today 4th Hour	III 4th ig ivi	10am-11am	- TWTF	:30	4	\$325.00 1	0.00 NM	4	\$1,300.00
TODAY												
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$325.00	Rating 0.00						
E 6 KSNV			Rachael Ray	CM	11am-12pm	- TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00
RR			Rachael Ray									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	- TWГF	4	\$325.00	0.00						
E 7 KSNV	10/08/1	2 10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	M	:30	1	\$325.00 1	0.00 NM	1	\$325.00
RR			Racilael Ray									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 8 KSNV		2 10/14/12	M Noon News	CM	\$325.00 12-1230pm	0.00 M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
	10/00/1	2 10/00/12	Noon News	OW	12-1200pm	IVI	.50		ψ+20.00 1	0.00 14101		ψ+23.00
ENWS	mt D-4-	Frad Data	Ma alada sa	C= =+= ///= = -	Data	Datina						
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 9 KSNV				СМ	12-1230pm	- ТWГF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
NEWS			Noon News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	- TWF	4	\$425.00	0.00						•
E10 KSNV	10/02/1	2 10/05/12	Days of our Lives Days of our Lives		1258p-2pm	- TWГF	:30	4	\$425.00 1	0.00 NM	4	\$1,700.00
DAYS			•									
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate	Rating 0.00						
E 11 KSNV			Days of our Lives	•	\$425.00 1258p-2pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
5.116			Days of our Lives									
DAYS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	M	1	\$425.00	0.00						
E12 KSNV	10/08/1	2 10/08/12	The Doctors	CM	2pm-3pm	M	:30	1	\$325.00 1	0.00 NM	1	\$325.00
DRS			The Doctors									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	M	1	\$325.00	0.00	-20	1	¢225 00 4	0.00 NM	4	¢1 200 00
E13 KSNV	10/02/1	2 10/05/12		СМ	2pm-3pm	- TWTF	:30	4	\$325.00 1	0.00 NM	4	\$1,300.00

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KSNV

Order / Rev: 107265

Advertiser: Obama for America

Alt Order #: 06859515

SKED C OBAMA Product Desc:

Flight Dates: 10/02/12 - 10/08/12 1904

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				The Doctors			-	-				-	
				The Doctors									
	DRS												
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	- TWTF	4	\$325.00	0.00						
E 14	KSNV	10/02/1	2 10/05/12	Dr. Phil	CM	3-4p	- TWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
				Dr Phil									
	PHIL												
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	- TWTF	4	\$450.00	0.00						
E 15	KSNV	10/08/1	2 10/08/12	Dr. Phil	CM	3-4p	M	:30	1	\$450.001	0.00 NM	1	\$450.00
				Dr Phil									
	PHIL												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10/	08/12	10/14/12	M	1	\$450.00	0.00						
E 16	KSNV	10/02/1	2 10/02/12	Tues PR 10-11p	CM	10-11pm	- T	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
				Tuesday Prime 1	0-11pm	•							
	PHOOD)		-	-								
	<u>S</u> ta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10/	01/12	10/07/12	- T	1	\$3,200.00	0.00						

Totals 40 \$20,300.00